



proalign[®]

Your answer for Sales Territory Management

Territory Management


Why it's important



Poorly aligned or unbalanced territories

- Result in missed opportunities
- Fail to maximize your sales resources
- Are inefficient to cover
- Result in higher compensation costs
- Lower morale and lead to higher turnover

The need is Clear, but don't believe us...

A blue hammer and a red pencil are resting on a map. The hammer has a blue head and a red handle. The pencil has a red eraser and a silver ferrule. The map is light blue and green, showing geographical boundaries.

- *Studies have shown that 80% of companies are missing 2-7% of unrealized sales because their territories are misaligned.*
- *A recent article in **Harvard Business Publishing** stated that “territories and sales quotas that made sense last year may not be realistic in today’s conditions” and that realignment of territories may be in order. [“How to Turbo Charge Sales in Turbulent Times”, Dianne Ledingham and Darrell Rigby, Harvard Business Publishing]*
- *Assessing the current sales coverage model helps to determine which selling and sales-support formulas are most effective for which types of customers and sales situations, and to rebalance resources as needed. [“The Downturn’s New Rules for Marketers”, David Court, *The McKinsey Quarterly*]*
- *On average, enterprises will miss the equivalent of at least 10% of total annual sales in “lost opportunity” revenue that could have been captured with improved processes for defining, assigning and managing territories, quotas, and incentives and compensation plans. [Gartner]*

*Appropriate tools make the job efficient and
productive.*

The logo for ProAlign is displayed in the upper center. The word "proalign" is written in a lowercase, sans-serif font. The "pro" is in red, and "align" is in black. A registered trademark symbol (®) is located to the upper right of the "n". The background of the slide features a blurred map of a city or region with several 3D house-shaped icons in blue and red scattered across it.

proalign®

- ProAlign offers two software solutions to help you analyze, create, realign and maintain your sales territories.
- ProAlign Desktop is best used by the Sales Analyst or Sales Operations Dept and provides best-in-class analytical and alignment capabilities
- ProAlign Web is a permissions-based SaaS application designed to be used by field sales management. It allows users to work collaboratively with corporate on the territories that they are manage or to see the territory they are responsible for.

With ProAlign:



- Maximize sales coverage
- Visualize sales territories on maps
- See the effect of alignment changes on the fly
- Utilize a “data” based approach
- Balance on sales, potential, workload, etc.
- Fast and easy-to-use

The logo for Proalign Desktop features the word "proalign" in a sans-serif font, with "pro" in red and "align" in black. A registered trademark symbol (®) is positioned to the upper right of the "n". Below "proalign" is the word "Desktop" in a black, sans-serif font. The background of the slide is a blurred image of a map with two white chess pieces, a king and a pawn, placed on it.

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Desktop

- Visualize your sales territories and see the effect of changes immediately in a map, chart and table
- Automatically optimize territory configuration with only a few mouse clicks
- Easily generate maps, reports and PowerPoint slides
- Work with establishment points (e.g. customers, prospects, etc.) or polygons (e.g. postal codes, counties)
- Import data from *.xls, *.xlsx, *.csv, *.dbf, *.mdb files
- Many customization options available

proalign® Desktop

File Edit View Bookmarks Insert Selection Geoprocessing Customize Windows Help

1:20,542,738

Snapping

ProAlign 3.0

ProAlign Selection STATES

Layer: STATES

ProAlign Hierarchy Grid

Region	Territory	Count	Sales	Workload
SOUTH	Charlotte	631	432510	452
	Cincinnati	846	468368	426
	Indianapolis	699	417337	414
	Chicago	327	375406	388
	St. Louis	1,772	369883	384
	Birmingham	593	498940	384
	Nashville	760	378071	382
	Houston	981	314006	362
	New Orleans	706	448843	346
	Atlanta	399	514802	346
	Unassigned	0	0	0
	7,714	4218166	3884	
WEST	Santa Ana	424	355111	412
	Las Vegas NV	1,182	391057	402
	Omaha	1,675	337131	388
	Denver	1,516	313986	388
	Kansas City	1,586	391384	380
	Seattle	890	290707	376
	San Francisco	602	302343	372
	Dallas	1,527	274041	358
	Los Angeles	485	355750	356
	Phoenix	290	420064	350
	Unassigned	0	0	0
	10,177	3431574	3782	
EAST	Minneapolis	1,237	350086	412
	Milwaukee	616	380393	400
	Buffalo	789	437268	386
	Cleveland OH	645	353291	380
	Pittsburgh	559	505471	376

ProAlign Chart

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Drawing

Arial

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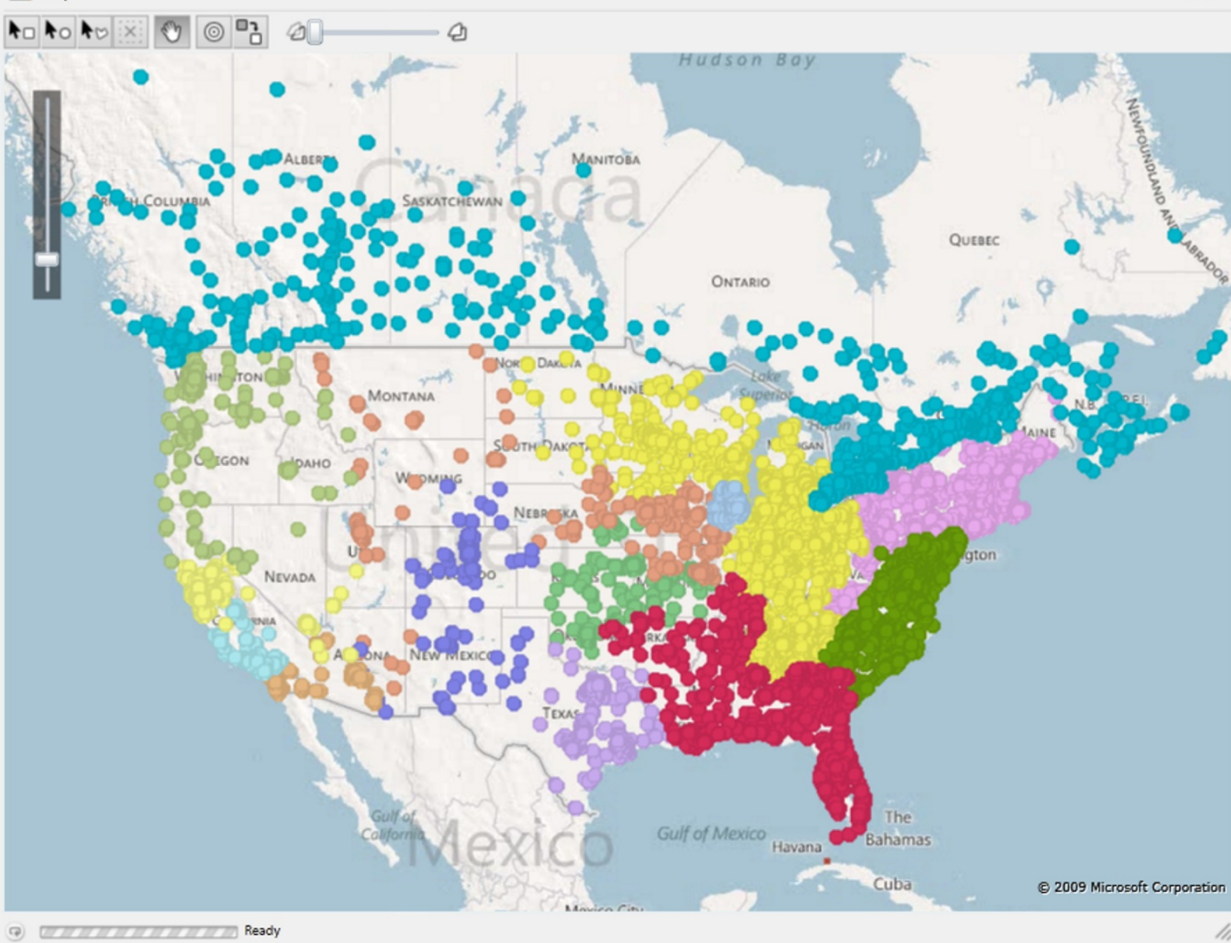
Web

- Visualize your sales territories and see the effect of changes immediately in a map, chart and table
- Permissions based – user only sees the area they are responsible for
- Work with establishment points (e.g. customers, prospects, etc.) or polygons (e.g. postal codes, counties)
- Work with the U.S. and Canada simultaneously
- Simple, easy-to-use; no training necessary
- Integrate with Salesforce

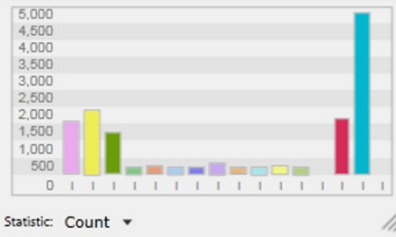
Grid

REGION	TERRITORY	Count	SALES
Northeast		1,594	81,786,044
Great Lakes		1,958	98,427,767
Mid Atlantic		1,263	64,450,115
West	Kansas	260	13,787,414
	North Central	282	14,832,361
	Chicago	257	12,804,394
	Colorado	251	13,078,759
	Texas	387	19,491,457
	San Diego	233	12,443,554
	Los Angeles	265	12,379,401
	N. California	292	14,078,179
	Northwest	262	13,001,398
	Unassigned		0
		2,489	125,896,915
Southeast		1,091	85,243,508
Canada		4,834	243,606,213
Unassigned		0	0
Total		13,829	697,410,560

Map



Chart



We also provide

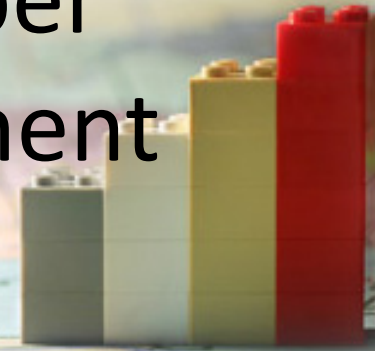
Territory Alignment Services

- Customer profiling
- Potential modeling
- Workload modeling
- Sales force sizing
- Current situation analysis
- Realignment services (project basis)
- Outsourced territory maintenance (ongoing)



Results from proper Territory Management

- Increased Sales/Profits
- Higher performing territories
- Better coverage of key opportunities
- Increased customer satisfaction
- Lower turnover/Increased morale
- Higher return on other investments
(e.g. CRM, SFA, SPM and marketing programs)



A background image showing a map of the United States with a red pencil and a blue eraser resting on it. The pencil is lying horizontally, and the eraser is positioned vertically behind it.

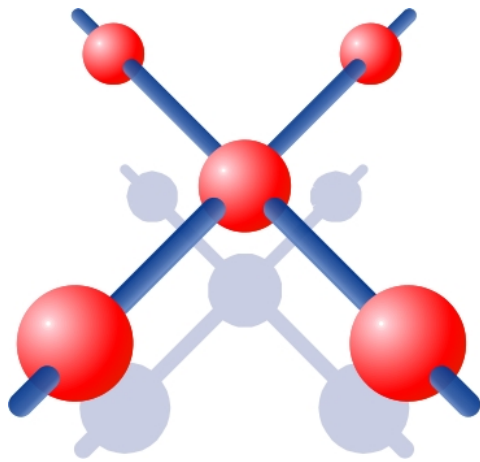
**Contact us to discuss your Territory
Management needs and to
schedule a product demonstration**

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www.proalign.net

(877) 893-6490

We look forward to talking with you!



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